



**Reno
Sparks
Tahoe**
ECONOMIC DEVELOPMENT AUTHORITY
OF WESTERN NEVADA

**Greater Reno-Sparks Economic
Development Strategic Plan
Washoe County Update
February 10th, 2015**

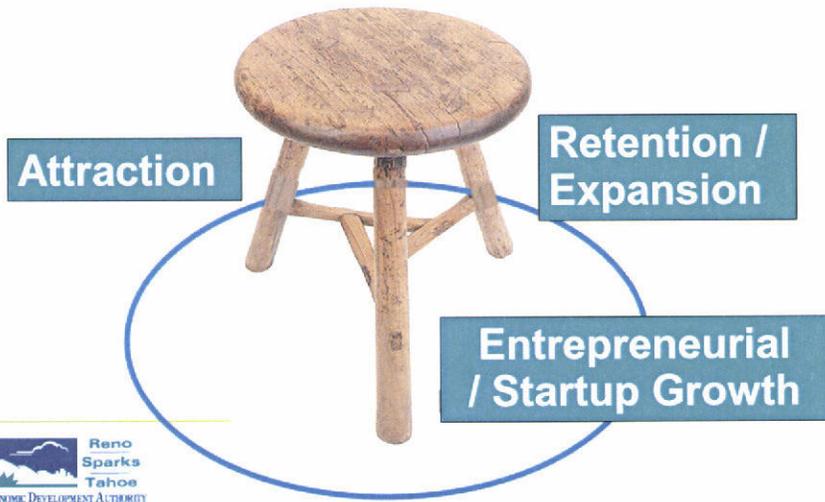
Why We're Here Today

- **To Update** Reno-Sparks Economic Development Strategic Plan Published In **August 2012**
- The Plan Was Developed With Input From ReCharge Nevada And Almost 200 Community Stakeholders
- **The Plan Was Great And Is Working**
- However, With The Tesla And Now Switch, In Addition To Nearly 100 Other Announcements, Our Economic Recovery Has Accelerated
- **We Need Your Input / Thoughts** To Refine The Plan As We Retain Our Focus On Quality Job Creation With A Long Term And Sustainable View



A-2/10/15
#10

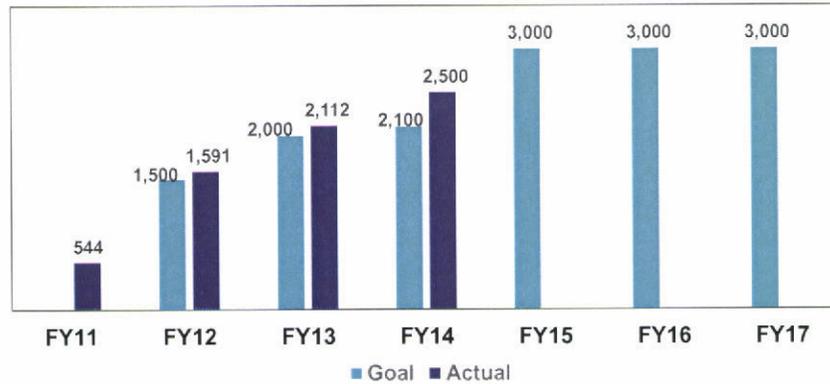
Three Legs Of Economic Development

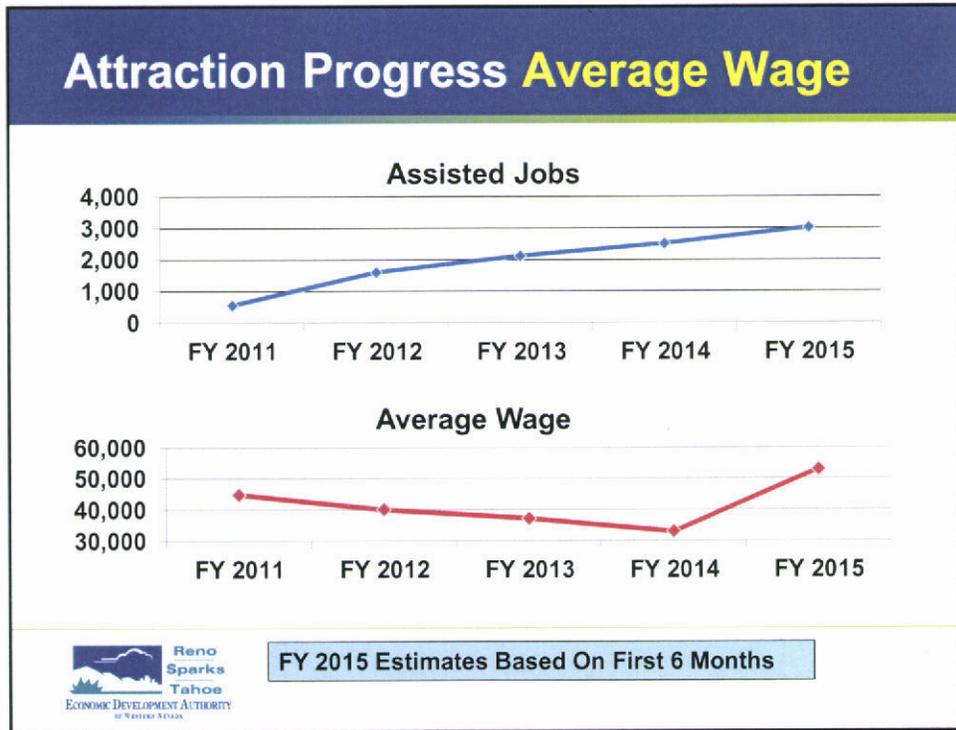
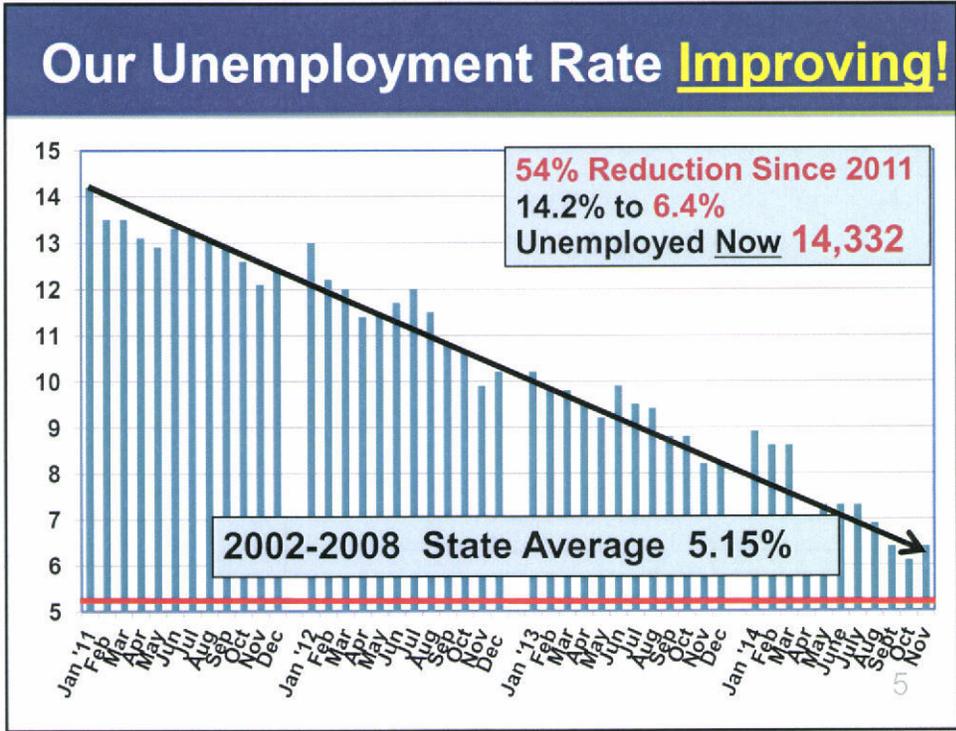


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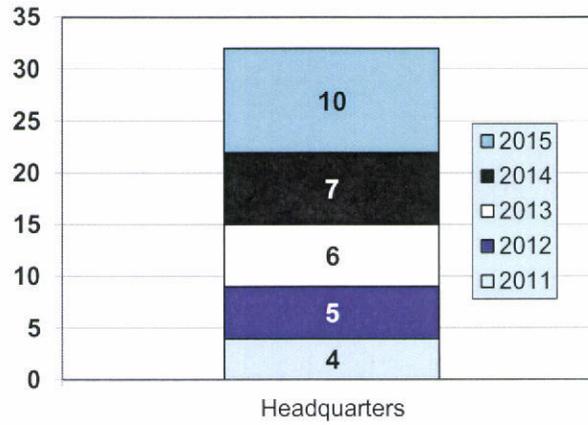
Jobs Progress Report

EDAWN - Assisted Jobs





New Corporate Headquarters

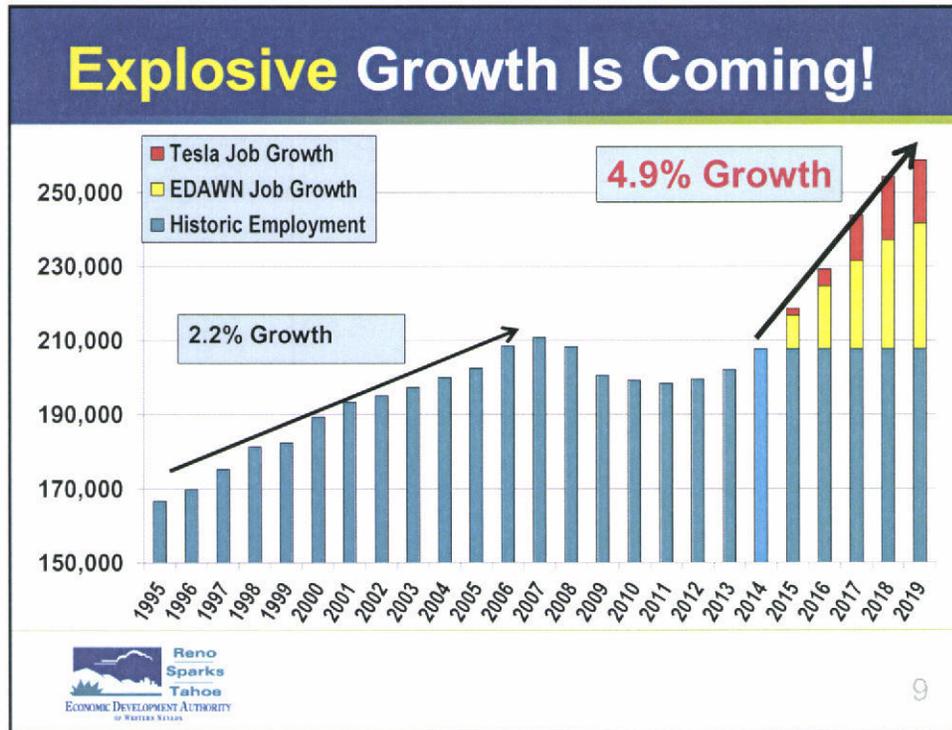


Tesla: Wow!



**The Largest Deal
In The U.S. In 2014
Changes Our
Brand Overnight**

**More Than Jobs
Puts Us on The Radar:
Manufacturing
Business
Entrepreneurs
Creative Class
Research & Development
Investors . . .**



EDAWN's **Attraction** Efforts FY15 – FY17

Continue Ongoing Efforts Such As:

- Effectively Market The Region
- Attract High-Growth Companies And HQs
- Develop / Strengthen Relationships With Key Site Selectors, National And Local Real Estate Executives

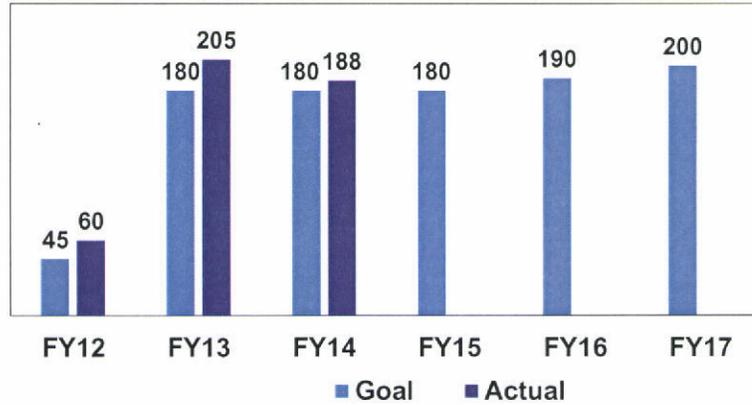
New:

- Increased Emphasis on **Average Wage** Of Attracted Jobs
- Drive Advanced Manufacturing **Sector And Cluster Development**
- Attract Employers To **Downtown**

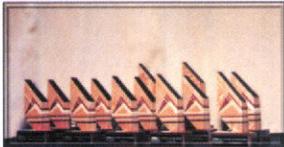
Reno Sparks Tahoe Economic Development Authority

Business Retention & Expansion Report

Primary Companies Visited by EDAWN



Components to BR&E Program

- **Connect** With Resources & Each Other 
- **Grow Jobs/Revenue/Visibility** 
- **Fix Problems/Eliminate Roadblocks** 
- **Retain/Recognize** 
- **Support** 
- **Think Local** 



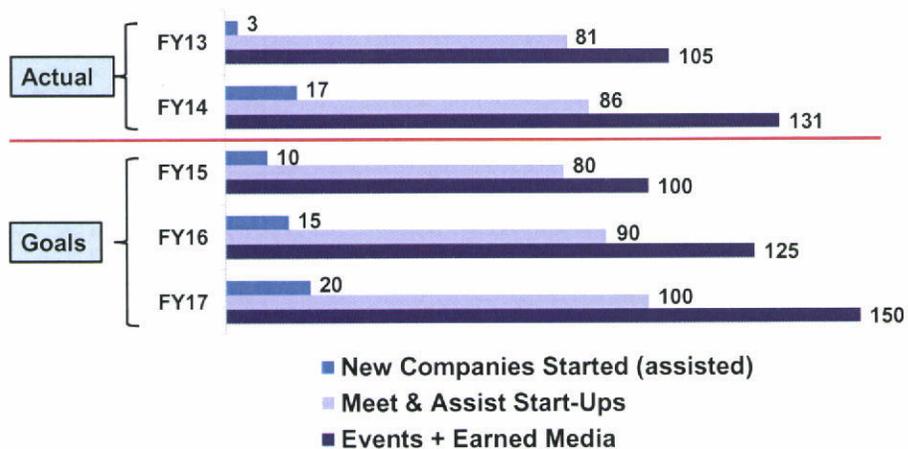
EDAWN's BR&E Efforts FY15 – FY17

Continue Ongoing Efforts Such As:

- Ensure Primary Companies Aware Of Issues, Resources (E.G., Workforce Training)
- Support / Address Primary Companies' **Workforce Challenges** As The Workforce Tightens Due To Lower Unemployment Rates And Tesla / Panasonic
- Drive Sector And Cluster Advancement
- Increase Company-to-Company Interactions To Foster Mutually Beneficial Relationship



Entrepreneurship Progress Report



Entrepreneurial Development **Success!**

Entrepreneur.com on NBCNews.com

3 Alternative Tech Startup Cities

Three Western locales previously considered vacation destinations are now alternatives to Silicon Valley.....



8 Of The 14 Best Startup Cities in America

...the next wave of cities building an ecosystem to turn innovators into entrepreneurs **Popular Mechanics.**



GLOBAL INNOVATION SUMMIT + WEEK

Reno, NV (DEC. 15, 2014) **Next City** will host its **sixth annual Vanguard conference** in **Reno, NV.** Vanguard is an annual experiential urban leadership conference.

IEDC Award!

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Entrepreneurial Development **Strategy**

- 
• **Communicate:** Highlight Reno's Strengths As A Place For "Entrepreneurs With A Life"
- 
• **Catalyze:** Engage Entrepreneurs To Lead Programs & Community Initiatives
- 
• **Connect:** Facilitate The Connection Between Organizations, Entrepreneurs And Resources (Funding, Mentorship, Customers)
- 
• **Showcase:** Highlight Our Startups & Entrepreneurs To Bring Visibility, Encouragement & Community Support



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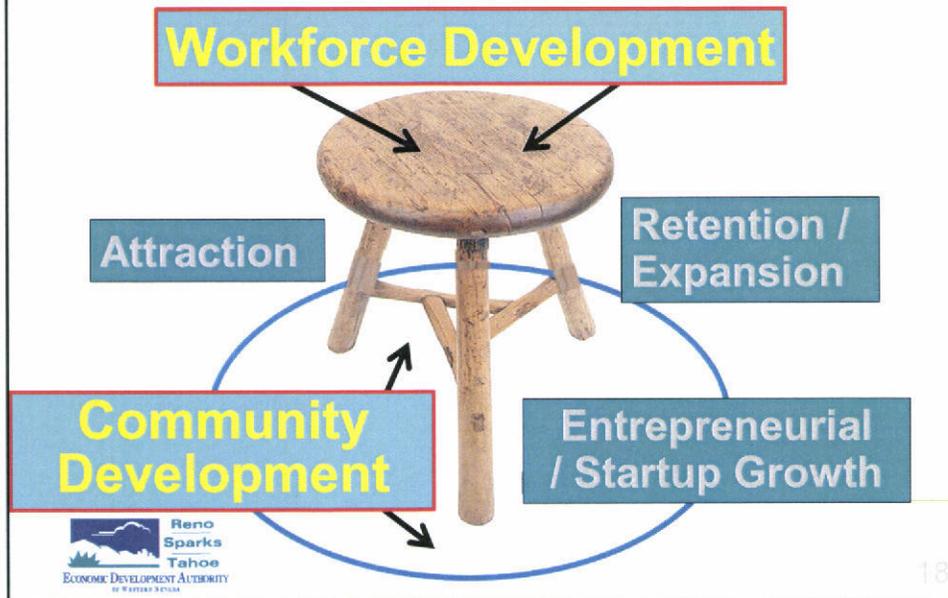
Entrepreneurship Efforts FY15 – FY17

New Emphasis:

- Enhance Local Venture, Angel and Other Sources of **Capital**
- Strengthen Connection Between Reno and Bay Area (Tahoe) Entrepreneurs, VC Firms & Start Ups
- **Attract Entrepreneurs** to the Region
- Facilitate Municipal Collaboration for Entrepreneurs and Existing Businesses



Updated Economic Development Stool



Workforce Efforts FY15 – FY17 (New)

- Identify Near- And Long-Term Workforce **Needs**
- Assist In **Attracting Workforce** To The Region
- Facilitate Development Of Training Programs For Existing Workforce
- Advocate Funding Increase To **Train Workforce**
- Improve Connection Of Existing Primary Employers With Education – **Increase Internships**
- **Continue To Rebrand Region - Earned Media** To Be More Attractive To Talent & Creative Class



Community Development Progress Report

- Promoting A Vision For A **Knowledge-Based Economy** Embracing **UNR** As The **Economic Engine** Of Our Future



University of Nevada, Reno

- Attract Business / Employers To **Downtown**
- Working With Partners To **Establish "A Place"** For Entrepreneurs Downtown
- Work With Partners On **Air Service**
- Promote A Business And Quality Of Life Message **To improve Our Image**



Community Development FY 15 – FY 17

- Lead The Region’s Efforts To Plan For and Accommodate Growth (EPIC)
- Continue To Improve Region’s Brand / Image
- Encourage / Facilitate The Redevelopment Of The Downtown And The Connection To UNR
- Attract Companies/Entrepreneurs To Downtown
- Work With Partners To Improve Air Service
- Improve The Region’s Fiber Connectivity
- Plan For Long Term Industrial Land Needs



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EDAWN’s Focus FY12 – FY14

FY12 – FY14



Attraction: QUANTITY / Quality Jobs

Retention: Inventory Primary Companies

Entrepreneurship: Grow Infrastructure

Community: Brand Reno-Sparks

Workforce: Assess Needs



EDAWN's Focus FY15 – FY17



FY15 – FY17

Attraction: Quantity / **QUALITY** Jobs

Retention: Prepare / Help Companies With **Change**

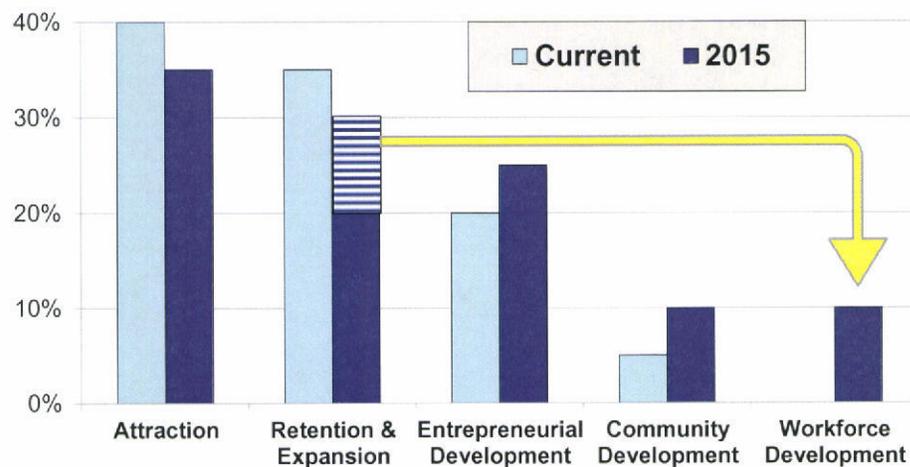
Entrepreneurship: Mentor, Support And **Attract**

Community: Brand + Downtown **Revitalization**

Workforce: Coordinate Region To **Meet Needs**



EDAWN Resource Focus: A Shift, But Not A Reduction



Attraction was \$500,000 in 2012 and will be \$650,000 in 2015

Input? Recommendations?

- Attraction
- Entrepreneurship
- Business Retention & Expansion
- Workforce
- Community



Next Steps

- Community Input Sessions – Done **Jan 27th**
- Input from Local Government: County, Cities
- Board Input & Approval
- Update and Post Strategic Plan Online @ www.edawn.org
- Final Update Release - April
- Transition to New Strategic Plan - May



